



### Product Description

Air Fresheners include powered and unpowered products that operate by releasing a fragrance or odor counteractant as a spray or through diffusion. Product types include fragrance sprays, scented candles, wick and reed diffusers, gel and bead scents, hanging air fresheners, and odor eliminators.

### Mission

The mission of The Sustainability Consortium (TSC) is to improve the sustainability of products when they are made, purchased, and used, with a focus on manufacturers and the retail buyers who decide what products to carry in stores. The information in this document is drawn from our detailed research on known and potential social and environmental impacts across product life cycles. TSC acknowledges that other issues exist, but we have included here those that are most relevant to the decision making of retail buying teams and manufacturers. The topics are listed alphabetically for ease of reading; the order does not represent prioritization or other criteria.

### Sustainability Insights



#### Consumers

##### Consumer Health and Safety

Manufacturers should formulate products to contain ingredients in accordance with applicable safety standards and should perform any necessary assessments on ingredients and formulations. Manufacturers should list ingredients in accordance with regulatory requirements and communicate proper usage and disposal instructions to consumers in a clear and accessible fashion.



#### Managing the Supply Chain

##### Pollution

Processing of air freshener product components can release harmful emissions and other pollutants into the environment, and improper disposal can harm land and water. Manufacturers should implement best practices to control and prevent emissions, and collect and recycle products at end-of-life.



#### Use of Resources

##### Climate and Energy

Component and ingredient processing consume significant amounts of electricity and energy, leading to greenhouse gas emissions. Manufacturers should procure from suppliers that help abate these impacts by measuring, tracking, and reporting energy use and greenhouse gas emissions, with a focus on reduction. They should also perform preventative maintenance on equipment, replace inefficient equipment, and encourage efficient energy behaviors throughout their operations.

### **Disposal and End-of-Life**

Disposal of unemptied air freshener canisters is considered hazardous in some regions. Improper disposal of batteries in some of these products may also release harmful chemicals. To mitigate impacts, manufacturers should label products with proper directions for use and disposal of can components.

### **Packaging**

Packaging design should be optimized to ensure that packaging performs its essential functions of containment and protection while minimizing use of materials, energy resources and environmental impacts across the life cycle of the packaged product. Under-packaging and over-packaging can both lead to increased impacts. These impacts may be mitigated by using more energy-efficient manufacturing, selecting recyclable and sustainably managed renewable materials, and encouraging consumer recycling.

### **Transportation and Logistics**

Products are transported by land, sea, and air. Manufacturers should select carriers that use fuel-efficient vehicles to reduce emissions. Carriers should also address fuel efficiency through preventative maintenance, the use of alternative fuels, and the selection of optimal vehicles, routes and transport modes. Transportation efficiency can also be improved by maximizing load capacity in vehicles and optimizing the packing of transport vehicles.